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| **Study programme:** | **Professional Undergraduate Study Programme *Agriculture***  Specific field of study: Management in agriculture | |
| **Course:** | **ENTREPRENEURSHIP IN AGRICULTURE** | |
| **Course code:** 240027  **Course status**: compulsory | **Semester:** **V** | **ECTS credits: 4** |
| **Course holder:** | **Krunoslav Škrlec,** Ph.D., professor of professional studies | |
| **Modes of delivery:** | **Number of hours** | |
| Lectures | 30 | |
| Exercises | 15 | |
| Practical training | 15 | |

**COURSE OBJECTIVES:** To acquaint students with the basics of entrepreneurship, by creating a business plan for an entrepreneurial project with reference to examples in agricultural practice.

**COURSE CONTENT**

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|  | **Course unit** | **Modes of delivery** | | | | **Places of delivery** |
| **L** | **E** | | **PT** |
| 1. | Introduction: concept of enterprise and entrepreneurship, entrepreneur - manager, small and medium-sized entrepreneurship. | 3 |  | |  | Lecture hall |
| 2. | Entrepreneurial strategy, entrepreneurial culture, organizational culture, craftsmanship. | 4 |  | |  | Lecture hall |
| 3. | Negotiation skills, presentation skills, conflicts and conflict situations, the environment of the entrepreneurial project. | 4 |  | |  | Lecture hall |
| 4. | Definition of risk, types of risk in entrepreneurship, risk analysis in entrepreneurship, risk management. | 4 |  | |  | Lecture hall |
| 5. | Measuring business success, productivity, business success factors, profitability. | 4 |  | |  | Lecture hall |
| 6. | Human resources, human resources management, influence of human resources on company performance, measurement of results. | 4 |  | |  | Lecture hall |
| 7. | Business plan, what a business plan consists of, methods and tools for creating a business plan, analysis of business segments that affect the realization of a project venture. | 4 |  | |  | Lecture hall |
| 8. | Information technology in entrepreneurship, modelling, support systems, decision support systems. | 3 |  | |  | Lecture hall |
| 9. | Examples of good practice of entrepreneurial projects. |  | 4 | |  | Lecture hall |
| 10. | Analysis of entrepreneurial projects. |  | 4 | |  | IT lecture hall |
| 11. | Documenting entrepreneurial projects. |  | 3 | |  | IT lecture hall |
| 12. | Proposing the topics of the integrated project assignment. |  | 2 | |  | IT lecture hall |
| 13. | Research of key factors and data for an integrated project assignment. |  | 2 | |  | IT lecture hall |
| 14. | Defence of the integrated project assignment. |  |  | | 15 | IT lecture hall |
| In total | | **30** | | **15** | **15** | **60** |

**L=Lectures, E=Exercises, S=Seminars, PT=Practical training**

**Learning outcomes (LO)**

LO 1. Formulate an entrepreneurial project.

LO 2. Create entrepreneurial strategies.

LO 3. Link the segments of entrepreneurship that influence the realization of the project.

LO 4. Determine the influence of the environment of the entrepreneurial project on its result.

LO 5. Anticipate the risks that arise during the implementation of the business plan.

LO 6. Recommend adequate methods, tools and appropriate information technology when creating a business plan.

Course holder:

Krunoslav Škrlec, Ph.D., professor of professional studies

Križevci, July 2024.